



Taking Coffective to the Community



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Objectives

- Identify the content and purpose of the Coffective system of tools to counsel families about breastfeeding
- List at least three (3) community partners who are in a position to use the Coffective materials and whose clients would benefit from the Coffective tools
- Describe outreach strategies with community partners to align breastfeeding messaging

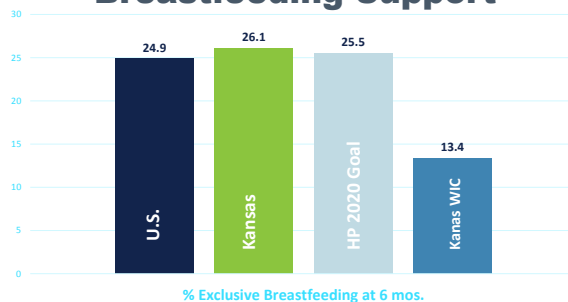
Families Need WIC

Table 4.5. WIC Eligibility, Participants, and Coverage Rates by State and FNS Region: CY 2016

State*	Number Eligible	Number Participating	Coverage Rate (Percent)
Alabama	226,565	128,074	56.5
Alaska	43,626	18,961	43.5
Arizona	319,905	160,911	50.3
Arkansas	161,219	79,436	49.3
California	1,756,442	1,151,406	65.6
Colorado	197,505	85,912	43.5
Connecticut	98,891	48,688	49.2
Delaware	33,905	17,722	52.3
District of Columbia	26,439	14,285	54.0
Florida	886,846	477,553	53.8
Georgia	519,109	250,204	48.2
Hawaii	55,569	29,662	53.4
Idaho	88,551	38,451	43.4
Illinois	492,054	221,821	45.1
Indiana	285,090	146,401	51.4
Iowa	131,077	61,293	46.8
Kansas	111,192	57,836	52.0
Kentucky	207,541	110,610	53.3
Louisiana	241,154	125,356	52.0

National- and State-Level Estimates of WIC Eligibility and WIC Program Reach in 2016. February 2019

WIC Families Need Breastfeeding Support



Data Source: National Immunization Survey, 2015 births



Hospitals Need More Support.



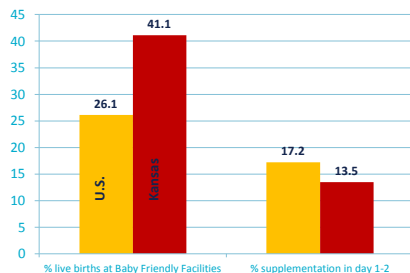
Baby-Friendly USA
The gold standard of care



Baby-Friendly Hospitals in Kansas : Kansas Hospitals working towards Baby-Friendly :

- Wesley, Wichita
- Via Christi St. Joseph, Wichita
- St. Francis, Topeka
- AdventHealth Shawnee Mission,
- University of Kansas Hospital, Kansas City
- St. Catherine's Hospital, Garden City
- Hays Med
- Pratt Regional
- Ransom Memorial, Ottawa
- Lawrence Memorial
- Salina Regional
- St. Luke's South, Overland Park

Indicators of Breastfeeding Support



Data from CDC 2018 Breastfeeding Report Card



Why...?

COffective™

Prenatal Counseling Works

Mothers who were aware of the recommendation to breastfeed were

26% more likely to initiate breastfeeding and
34% less likely to have stopped breastfeeding at
12 months

than those who were not aware of the
recommendations.

Wen, Simpson, Rissel, & Baur (2012)



COMMUNITY

EFFECTIVE

Community + Effective
Communication + Effective



**Maternity Care Practices that
Support Breastfeeding**



Coordinated, Consistent Messaging

System of Tools



Build Your Team

Get Ready

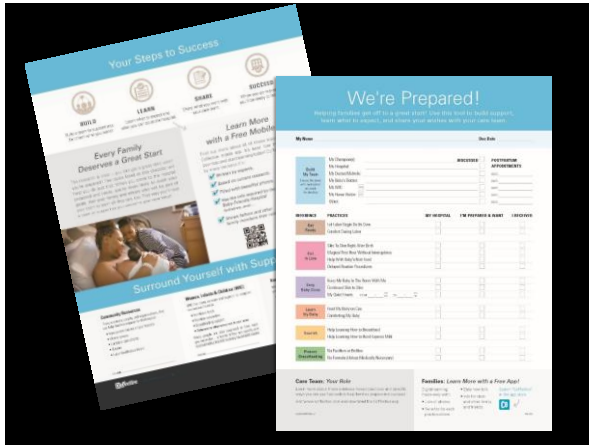
Fall in Love

Keep Baby Close

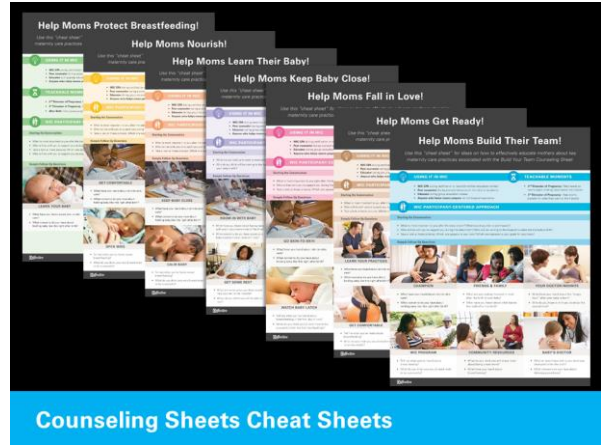
Learn Your Baby

Nourish

Protect Breastfeeding



<https://coffective.myshopify.com/collections/all>



Counseling Sheets Cheat Sheets

Coffective Tools: Outreach



Who serves pregnant women, mothers and babies?

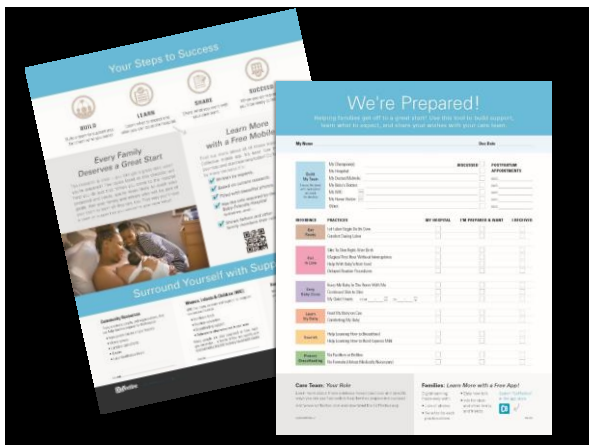
- Hospital
- Doctors' offices
- Home visiting programs
- Child Care Providers
- Chiropractic offices

KDHE Sponsored
Reproductive Health & Family Planning (Title X fed. Grant)
"Becoming a Mom" Perinatal Community Collaboratives
Lifting Young Families Toward Excellence (LYFTE)
Community Health Promotion/Worksite Wellness
Chronic Disease Risk Reduction Grants
Home Visitor Programs
Head Start/ Early Head Start
Healthy Families
Infant Toddler Services (Tiny K/Part C)
Maternal, Infant, and Early Childhood Home Visiting (MIECHV)
MCH Home Visitors
Nurse Family Partnership
Parents as Teachers
Team for Infants Endangered by Substance Abuse (TIES)
Other
Catholic Charities
Community Health Workers
Farmworker's Program
Federally Qualified Health Centers
KanCare MCO Community Outreach staff/nurses
K-State Research & Extension, EFNEP, SNAP-Ed

Public Health Programs



What you have to offer





WIC's support and knowledge!

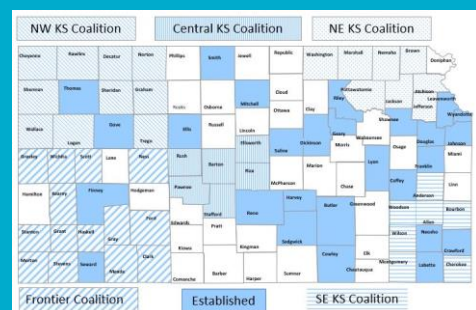
CO*ffective*™

**Other Community
Spaces**

Waiting Rooms

Middle or High School Classes

Medical & Nursing Students –
Make a presentation, leave materials



Local Breastfeeding Coalition
Find contact at

Challenge: Not Enough Time

To Do List

- ① So
- ② Many
- ③ Things



- Put on the schedule
- Make a plan
- Leverage local breastfeeding coalition or other meetings you attend



Challenge: Hospitals



- Build relationship with hospital nurse manager
- Learn about hospital – what are they working on?
- Hospitals not doing births may provide prenatal care

Challenge: Many hospitals



- Check status of “High 5 for Mom & Baby” at <http://www.high5kansas.org/participating-hospitals.php>
- Meet one-on-one with hospital staff



New Resources



**BREASTFEEDING
"911"**

Find support near you:
[ksbreastfeeding.org/
local-resources](http://ksbreastfeeding.org/local-resources)

Call **800-994-9662**
8 a.m. - 5 p.m. CT,
Monday-Friday
(English & Spanish)
Provided by
Office on Women's Health

 Kansas
Breastfeeding
Coalition, Inc.

New Resource from the KBC

Breastfeeding Resources for Parents:

[ksbreastfeeding.org/resources/
general-resources-parents/](http://ksbreastfeeding.org/resources/general-resources-parents/)





**DO NOT
DISTURB**

**Mother
at work.**

THE BUSINESS CASE
FOR BREASTFEEDING

Did you know?

- You will need to pump about every 2-3 hours while away from your child.
- You should not pump in a bathroom - it's not sanitary.
- Your baby needs about 1 oz. of breast milk for each hour you are apart. For most mothers, that's only 8-9 oz. each day!
- A quality electric breast pump is important - contact your insurance company or local health department about getting one.

For Breastfeeding Support:

- Contact your Local WIC office - they offer support and breast pumps. View a map here - <http://www.ksbreastfeeding.org/where-to-go-early-milk-help>
- Local Breastfeeding Resource Directory - search for support by zip code at <http://ksbreastfeeding.org/local-resources/>

For Workplace Support:

- Kansas Breastfeeding Coalition Workplace Resources - visit <http://ksbreastfeeding.org/parent-resources>
- WIC Going Back to Work - visit <http://wic.kansas.gov/going-back-to-work>

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New Resource from the KBC

Feeding Tips for Breastfed Babies

Handling Human Milk

- Store milk in small amounts (1-4 ounces), labeled with baby's full name and date collected
- Store milk in back of refrigerator or freezer
- Thaw milk in refrigerator or in a bowl of lukewarm water
- Warm milk by using warm, not hot, water (never microwave)
- Never refreeze thawed milk

Type of Human Milk	Chilling Temp 77°F (25°C) or colder (from temperature)	Refrigerator 40°F (4°C)	Freezer 0°F (-18°C) or colder
Freshly Expressed or Pumped	Up to 4 Hours	Up to 4 Days	Within 6 months is best; up to 12 months is acceptable
Thawed, Previously Frozen	1-2 Hours	Up to 1 Day (24 hours)	18°F (8°C) unless human milk after it has been thawed
Leftover from a Feeding Baby did Not Finish the Bottle	Use within 2 hours after the baby is finished feeding		

From CDC website: <http://www.cdc.gov/breastfeeding/resources/handling-human-milk.html>

Note: Storage guidelines in the child care setting may be different

Feeding the Breastfed Baby

- Breastfed babies may eat more often; every 1.5-3 hours
- Watch for hunger cues: turning head from side to side, sucking, hand movements toward face, smacking lips
- A crying baby is in distress and may need something other than food
- Feed small amounts of milk (1-2 oz.), adding more as needed
- Feed slowly with frequent pauses and the bottle horizontal
- Slow flow nipples are recommended

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For breastfeeding support:
Call 800-994-9662
or visit ksbreastfeeding.org/local-resources/

Updated Resource from the KBC



NEW Prenatal Videos: "Droplet"

From Dr. Jane Morton - <https://firstdroplets.com/abcs/>

- Core videos: (each 2-3 minutes):
 - Attachment
 - Breastmilk Production
 - Calories (getting enough milk)
- Longer videos (7-15 minutes):
 - Attachment Details
 - Hand Expression
 - Using an electric pump
 - Overview video for term baby
 - Overview video for premature baby



Questions?

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